

# Getting started exercise

Use this worksheet or set up a similar board using an online tool and add the activities you are already doing to engage donors, placing them into the best fit column. Then ask yourself or your team:

What do we need to **STOP** doing? What do we need to **KEEP** doing? What do we need to **START** doing?

Promote  
->Aware

Nurture  
->Trust

Converse  
->Like

Love  
->Act

Nurture  
->Support

Support  
->Promote